



The Wachovia Regional Foundation and PolicyMap

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In today's ever-changing world, decision making increasingly revolves around the availability and ease of access to important data. Recognizing that access to good data is what drives wise investment, tools like TRF's PolicyMap provide comprehensive access to good data and supply users with the necessary background to make well-informed decisions.

Even as a "responsive funder," Wachovia Regional Foundation makes a concerted effort to focus its funding in areas that are most in need. While considering where funding has been directed previously, the Foundation used TRF's PolicyMap to identify other distressed areas of Pennsylvania, New Jersey or Delaware where new investment opportunities might exist. Although the Foundation did not expressly seek out new projects, they recognized that there were some poor areas from which they had received no applications in the past. Equipped with that knowledge, the Foundation offered neighborhood planning workshops in those areas and consequently experienced an increase in applications. To evaluate these and other applications, the Foundation utilizes the Community



Profile Report, one of PolicyMap's standard reports, to understand the applicants' communities and assess the project in the context of their marketplace.

After awarding a grant, the Wachovia Regional Foundation requires that their grantees survey local residents at both ends of the grant term. PolicyMap.com allows grantees to evaluate the survey results in comparison to various demographic data sets. For example, one community's survey identified that older residents in a section of the neighborhood were unaware of newly available services. The grantee responded by assembling a street team to raise awareness among those particular residents. With Foundation funded subscriptions to PolicyMap, grantees found it easier to complete their Neighborhood Stabilization Program applications and the Foundation received many unsolicited emails expressing gratitude for access to a tool which greatly simplified the process. Referring to both the access to the data and the ability to map it, Lois Greco, Wachovia Senior Vice President and Evaluation Officer for the Foundation commented, "It's powerful for us as grantmakers and for our nonprofit grantees as developers and direct community service providers."